This study aims to determine the effect of price, service, product and location (PSPL) quality factors on tourist purchase interest and to find the factor most influencing tourists’ purchase intention in local culinary in the Lake Toba area. The method used in this research was verification analysis using multiple linear regression. From the results of the research by conducting the F test, the variable price, service quality, product quality, and location have a significant effect on purchase intention in local culinary in the Lake Toba area. Testing with the T test showed that the variables affected the purchase intention of Arsik Fish Culinary are the variables of service quality, product quality, and location. The variables influencing Nantura purchase intention are product quality and location. The variables that affect Natinombur purchase intention are price, product quality, and location. The variables that influence Dali Ni Horbo's purchase intention are product quality and location. The variables that affect Tango-Tango purchase intention are the variable product quality and location. Overall from the type of culinary service, it is found that hospitality is the lowest, so it needs to be improved. The results of this study can be used by local culinary managers or owners in developing strategies and increasing sales performance.

**Keywords**: Purchase Intention, Price, Services, Product Quality, Location

1. **INTRODUCTION**

The programs of tourist destination development correlates significantly on increasing number of tourists coming to tourist destinations (Schlesinger, Cervera-Taulet, & Pérez-Cabañero, 2020). One of the programs for developing tourist destinations is adding and improving tourist facilities and developing local and traditional culinary service (F. X. Yang, Wong, Tan, & Wu, 2020). This is also a priority for the development of Lake Toba Destination as proclaimed by the Government.

Based on data obtained from Toba Samosir Tourism and Culture Office, the number of tourists coming to Lake Toba tourist destinations has increased as seen below:
According to Liao and Chuang (2020), the increase in the number of destination visitors is also due to the large number of tourist destinations spreading, such as in the Lake Toba area, in Toba Regency. Efforts to expand tourist destinations spreading can be in the form of packaging and fixing the coast of Lake Toba and providing for visitors' needs (Sánchez, Campo, & Alvarez, 2018). The convenience of visiting is influenced by the availability of culinary variety. Food is one of the attributes of a destination's attraction (Truong, 2020).

Besides having many tourist attractions, Lake Toba area also has many types of special culinary delights, including Manuk Napinadar or Napinadar Chicken-a grilled chicken smothered in chicken blood itself, spiced with andaliman and garlic powder, Arsik- a spicy dish of Batak culinary usually using the common fish known as gold fish, Naniura – a typical Batak food which is not cooked, the fish is soaked lemon acids, Natinombur- a grilled fish, marinated with lime juice and salt, spiced with andaliman sauce, Dali Ni Horbo (Water Buffalo Milk) -a typical food which the texture is similar to tofu and made from buffalo milk as a basic ingredient, and Tanggo-Tanggo- a spicy dish made from meat stewed in its blood, coconut milk and spices including andaliman. The diversity of culinary types is not only a consideration for tourists to enjoy local culinary delights, but tourists also need food of a certain quality (Annunziata, Agovino, & Mariani, 2019), such as local food (Alderighi, Bianchi, & Lorenzini, 2016), (Björk & Kauppinen-Räisänen, 2016), (Vesci & Botti, 2019). The local culinary is the identity of an area that differentiates an area from other areas and becomes a promotional tool and forms the image of a destination (Argemi-Armengol, Villalba, Ripoll, Teixeira, & Alvarez-Rodriguez, 2019), (Okumus & Cetin, 2018).

Consumer behavior in determining culinary choices is influenced by Price, Services, Product Quality, and Location (PSPL). PSPL can be presented in Servicescape such as culinary facilities, always available parking, clean culinary tourism areas, good weather, interesting events, appropriate color schemes, unique aromas, and food rearrangements. PSPL is not only about food itself (Marso, Idris, & Widyarini, 2020), (Koay, Khoo, & Soh, 2020), (Siguaw, Mai, & Wagner, 2019). Consumers to would pay more for the same food but prices differ because the...
product is added with guaranteed service and quality. As a behavioral construct, willingness to pay high prices is associated with hedonic customers who want to make their lives easier, more valuable, and more stable in long-term relationships (Pandowo & Pandowo, 2019).

The objectives of this study are to: (1) determine the influence of Price, Services, Product Quality, and Location (PSPL) factors on purchase intention in local culinary in the Lake Toba area, (2) determine the factors that most influence the purchase interest of tourists on local culinary is in the Lake Toba area and (3) provide information to local culinary providers in Lake Toba area regarding factors that influence intention of purchasing of local culinary in Lake Toba area.

Research Background

Culinary tourism which is increasingly famous can increase the interest of tourists to come to destination areas (Stone, Soulard, Migacz, & Wolf, 2017). Tourists have the freedom to buy the culinary they want, when, where and what types of food. When making a purchase plan, tourists who want to buy local culinary consider various factors that can influence purchase intention. These factors are price, service quality, product, and location (Muskat, Rtnagl, Rtnagl, & Wagner, 2019).

There are gaps in previous research, namely: there is a significant effect of price, service quality, product and location (PSPL) on visitor purchase intention found in studies: Stone et al. (2017), Gugerell et al. (2017), Björk and Kauppinen-Räisänen (2016), (Sivrikaya & Pekerşen, 2020). While others say there is no relationship and influence of PSPL on purchasing intention, but halal recommendations (Yousaf & Xiucheng, 2018), services and products have no effect on buying intention (Vargas-Sánchez & López-Guzmán, 2018), the priority is culinary innovation (Okumus & Cetin, 2018), (Aggarwal, Albert, Hill, & Rodan, 2020).

Each PSPL has the following indicators: 1. Price is reasonable price of food, reasonable price of drinks and value for money; 2. Service is friendly and courteous employees, prompt service, helpful employees, employees have knowledge of the products offered, waiting time before food arriving, food served as ordered; Product is considered as food like manuk napinadar, naniura, tango-tango, nantombur, dali ni horbo, Location is Interior design and decor, Appropriate room temperature, Noise level, cleanliness and Neat and well-dressed employees (Muskat et al., 2019), (Cakici, Akgunduz, & Yildirim, 2019), (Shahzadi, Malik, Ahmad, & Shabbir, 2018).

In order to mediate this gap, the researchers used the viewpoint of Stimulus-Organism-Response (SOR) namely the assumption of the cause of behavior change depends on the quality of the stimulus communicating with the organism. In this case, the change in purchase intention behavior is the influence of the stimulus (PSPL) (Swaminathan, Sorescu, Steenkamp, O’Guinn,
The assumption of the SOR states that the cause of behavior change depends on the quality of the stimulus (stimulus) communicates with the organism. SOR stimulates consumers to generate emotional responses, which in turn influence food buying behavior. The concept of "stimulus" is represented by a set of attributes (PSPL) that influence consumer perceptions in deciding to buy food (Kamboj, Sarmah, Gupta, & Dwivedi, 2018), (Y. Liu, Li, Edu, Jozsa, & Negricea, 2019), (Islam et al., 2020).

Research Question

The research problems are to determine (1) whether PSPL affects purchase intention in local culinary and (2) the most dominant factor influencing PSPL on buying intention in Lake Toba destination area.

2. THEORETICAL FRAMEWORK AND HYPOTHESES FORMULATION

Price, Services, Product and Location (PSPL)

Environmental quality, price, and authenticity have a positive effect on tourist purchase intentions. Each PSPL culinary package is a determining factor for tourists to buy (Muskat et al., 2019). Cakici et al. (2019) said that price is the main determinant, therefore transparency of prices and information about food are needed ((C, Zeng, Soomro, & Khan, 2019). Tourism satisfaction when they experienced the value of services, then prices and location becomes unimportant (Z. Li, Duverger, & Yu, 2018). Consumers will pay more for every value of hospitality created (Zhang, Jahromi, & Kizildag, 2018). The diversity of types and characteristics of food is also the main reason for tourists to stay longer in a place (Y. Yang & Leung, 2018), (Soler & Gemar, 2018), (Annunziata et al., 2019).

Tourists are very concerned about culinary innovation through the quality of food products, environmental cleanliness, attractiveness of available packages (Vargas-Sánchez & López-Guzmán, 2018), including cultural elements of the stories about food / drinks served (Stone et al., 2017), (Suhaïrom, Musta’amal, Mohd Amin, Kamin, & Abdul Wahid, 2019). Visitors are also very interested in the local culture festival and they are willing to pay more for it with additional services such as the participation of visitors in the food-making process (Björk & Kauppinen-Räisänen, 2016), (F. X. Yang et al., 2020), (Vesci & Botti, 2019).
Purchase Intention

Tourists' purchase intention in local food is influenced by sensation, food variants, packaging (Sivrikaya & Pekerşen, 2020). Local food sensations are also contained in stories or interesting information about the origin of food and how to make it (J. Li, Abbasi, Cheema, & Abraham, 2020), (J. Li et al., 2020), (S.-F. Liu, Liu, Chang, & Chou, 2019). Purchase intention is more influenced by the availability of information about these foods on the website, internet or social media (Aggarwal et al., 2020), (Pee, Jiang, & Klein, 2018); they are willing to pay more when they get satisfaction with information services obtained either through the website or when visiting (Pee et al., 2018), (Sullivan & Kim, 2018); they are willing to pay more. Tourists will first seek information about food before deciding to buy (Gao, Ji, Liu, & Sun, 2020), also when visitors are given space to evaluate food, both in terms of taste, price and service (Sullivan & Kim, 2018).

Thus, when the context of tourist purchase intention is influenced by PSPL, the researchers tested the model on the local culinary object in Toba Regency. The developed hypotheses are as follows:

Hypotheses

a. F Test

The F test is performed to see whether the independent variables simultaneously have a significant effect on the dependent variables or not. The F test is used to test meaning of the regression model used. In this study, the F test is used to see whether the independent variables, name price (X1), quality service (X2), product quality(X3), and location (X4) together have a positive influence on buying interest (Y)

1) Arsik Fish Culinary
   H0: the variables - price, service quality, product quality, and location do not affect the purchase intention of tourists on Arsik Fish culinary.
   Ha: the variables - price, service quality, product quality, and location together influence the purchase intention of tourists on Arsik Fish culinary.

2) Naniura Cuisine
   H0: the variables- price, service quality, product quality, and location, do not affect the buying intention of tourists on Naniura culinary.
   Ha: the variables- price, service quality, product quality, and location influence the purchase intention of tourists on Naniura culinary.

3) Manuk Napinadar or Napidar Chicken Culinary
   H0: the variables - price, service quality, product quality, and location do not affect the purchase intention of tourists on Manuk Napinadar culinary.
   Ha: the variables - price, service quality, product quality, and location affect the purchase intention of tourists on Manuk Napinadar culinary.

4) Natinombur Culinary
   H0: the variables - price, service quality, product quality, and location do not affect the purchase intention of tourists on Natinombur culinary
Ha: the variables - price, service quality, product quality, and location affect the purchase intention of tourists on Natinumbur culinary.

5) Dali Ni Horbo or Water Buffalo Milk Culinary
H0: the variables - price, service quality, product quality, and location have no effect towards the purchase intention of tourists in Dali Ni Horbo culinary.
Ha: the variable - price, service quality, product quality, and location influence the purchase intention of tourists on Dali Ni Horbo's culinary.

6) Tanggo-tanggo Culinary
H0: the variables - price, service quality, product quality, and location do not affect tourists' purchase intention in Tanggo-Tanggo culinary.
Ha: the variables - price, service quality, product quality, and location influence the purchase intention of tourists in Tanggo-Tanggo culinary.

b. T Test

T test is a partial data analysis process that will show how much influence the independent variable partially influences the dependent variable. The T test aims to see the extent of the partial influence of the independent variables on the dependent variable. In this study, the T test was used to measure partially or individually the effect of the independent variables, namely price (X1), quality services (X2), product quality (X3), and locations (X4) on the dependent variable, namely buying interest (Y).

H01: Prices do not affect tourists' purchase intention in the typical culinary delights of the Lake Toba region
H11: Prices affect tourists' purchase intention in the typical culinary delights of the Lake Toba region
H02: Service quality does not affect tourists' purchase intention in the typical culinary delights of Lake Toba region
H12: Service quality affects tourists' purchase intention in the typical culinary delights of Lake Toba region
H03: Product quality does not affect tourists' purchase intention in the typical culinary delights of Lake Toba region
H13: Product quality affects tourists' purchase intention in the typical culinary delights of Lake Toba region
H04: Location does not affect tourists' purchase intention in the typical culinary delights of Lake Toba region
H14: Location affects tourists' purchase intention in the typical culinary delights of Lake Toba region

3. RESEARCH METHOD

Research Location and Time

This research was conducted in tourist destinations and restaurants local seller culinary in Lake Toba area. The location of the restaurant / restaurant studied is located in the sub-district that has the most number of restaurants.
Measurement Scale

In this study, the scale used was a Likert scale with 5 response points (1-5) indicating strongly disagree, disagree, disagree, agree, and strongly agree.

Population and Sample

The population in this study were tourists who visited tourist destinations in Toba Samosir Regency. The sample in this study was determined with an error tolerance of 10%, using data on the number of tourists in 2019, namely 802667, the number of samples studied was 100 respondents.

Research Variables

1) Independent Variables
   X1 = Price
   X2 = Service Quality
   X3 = Product Quality
   X4 = Location

2) Dependent Variables
   Y1 = Intention to purchase Arsik Culinary
   Y2 = Intention to purchase Naniura
   Y3 = Intention to purchase Manuk Napinadar
   Y4 = Intention to purchase Natinonbur
   Y5 = Intention to purchase Dali Ni Horbo
   Y6 = Intention to purchase Tanggo-tanggo

3) Regression Model
   Y1 = α + β1X1 + β2X2 + β3X3 + β4X4 + e
   Y2 = α + β1X1 + β2X2 + β3X3 + β4X4 + e
   Y3 = α + β1X1 + β2X2 + β3X3 + β4X4 + e
   Y4 = α + β1X1 + β2X2 + β3X3 + β4X4 + e
   Y5 = α + β1X1 + β2X2 + β3X3 + β4X4 + e
   Y6 = α + β1X1 + β2X2 + β3X3 + β4X4 + e

Data Analysis Method

1) Classic Assumption Test
   The classic assumption test is a test carried out to see whether the questionnaire result data is suitable for regression testing.
a) Normality test is a test conducted to determine whether the residual variable in the regression model is normally distributed.

b) Heteroscedasticity test is a test conducted to assess whether there is an inequality of variants of the residuals for all observations in the linear regression model. The condition that there is no heteroscedasticity is the value of Sig > 0.05.

2) Verification Data Analysis

The test used in the verification analysis was multiple linear regression analysis. Multiple linear regression analysis is an analysis used to determine the effect or linear correlation between the independent variable on the dependent variable, and to predict the value of the dependent variable based on the independent variable (Priyatno, 2014).

4. RESULTS AND ANALYSIS

Classical Assumption Test

1) Normality Test

Based on the central limit theory, samples greater than 30 are a normal distribution. The sample number in this study was 100 samples, thus the research variables were normally distributed.

2) Multicollinearity Test

Multicollinearity test is a test used to determine whether in the regression model there is a correlation between the independent variables. The requirement for no multicollinearity symptoms is a tolerance value > 0.1 and a VIF value < 10.

<table>
<thead>
<tr>
<th>Culinary Types</th>
<th>Price Tolerance</th>
<th>Price VIF</th>
<th>Service Quality Tolerance</th>
<th>Service Quality VIF</th>
<th>Product Quality Tolerance</th>
<th>Product Quality VIF</th>
<th>Location Tolerance</th>
<th>Location VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ikan Arsik</td>
<td>0.953</td>
<td>1.049</td>
<td>0.742</td>
<td>1.347</td>
<td>0.685</td>
<td>1.460</td>
<td>0.835</td>
<td>1.197</td>
</tr>
<tr>
<td>Naniura</td>
<td>0.767</td>
<td>1.304</td>
<td>0.739</td>
<td>1.354</td>
<td>0.743</td>
<td>1.347</td>
<td>0.645</td>
<td>1.550</td>
</tr>
<tr>
<td>Napinadar</td>
<td>0.873</td>
<td>1.145</td>
<td>0.576</td>
<td>1.736</td>
<td>0.598</td>
<td>1.672</td>
<td>0.860</td>
<td>1.162</td>
</tr>
<tr>
<td>Natinombur</td>
<td>0.821</td>
<td>1.218</td>
<td>0.559</td>
<td>1.789</td>
<td>0.513</td>
<td>1.948</td>
<td>0.741</td>
<td>1.350</td>
</tr>
<tr>
<td>Dali Ni Horbo</td>
<td>0.872</td>
<td>1.147</td>
<td>0.629</td>
<td>1.590</td>
<td>0.573</td>
<td>1.744</td>
<td>0.804</td>
<td>1.244</td>
</tr>
<tr>
<td>Tanggo-tanggo</td>
<td>0.826</td>
<td>1.211</td>
<td>0.576</td>
<td>1.735</td>
<td>0.530</td>
<td>1.888</td>
<td>0.711</td>
<td>1.406</td>
</tr>
</tbody>
</table>

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3) Heteroscedasticity Test

Heteroscedasticity test is a test conducted to assess whether there is an inequality of the variance of the residuals for all observations in the linear regression model. The condition that there is no heteroscedasticity is the value of Sig > 0.05.

<table>
<thead>
<tr>
<th>Culinary Types</th>
<th>Variabel</th>
<th>Price</th>
<th>Service Quality</th>
<th>Product Quality</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ikan Arsik</td>
<td></td>
<td>0.996</td>
<td>0.869</td>
<td>0.330</td>
<td>0.062</td>
</tr>
<tr>
<td>Naniura</td>
<td></td>
<td>0.055</td>
<td>0.668</td>
<td>0.082</td>
<td>0.064</td>
</tr>
<tr>
<td>Napinadar</td>
<td></td>
<td>0.895</td>
<td>0.306</td>
<td>0.990</td>
<td>0.630</td>
</tr>
<tr>
<td>Natinombur</td>
<td></td>
<td>0.117</td>
<td>0.304</td>
<td>0.423</td>
<td>0.501</td>
</tr>
<tr>
<td>Dali Ni Horbo</td>
<td></td>
<td>0.199</td>
<td>0.505</td>
<td>0.375</td>
<td>0.057</td>
</tr>
<tr>
<td>Tanggo-tanggo</td>
<td></td>
<td>0.140</td>
<td>0.055</td>
<td>0.202</td>
<td>0.051</td>
</tr>
</tbody>
</table>

Verification Data Analysis

The test used in the verification data analysis is multiple linear regression analysis. Interpretation that can be done from the multiple linear regression model is as follows:

a) Based on the sign, negative and positive. The negative sign means that there is an opposite influence between the dependent variable, while the positive sign indicates a unidirectional influence. If the dependent variable has increased and the dependent variable has decreased, the direction is opposite. If the independent and the dependent variable has increased so there is a unidirectional influence.

b) Based on quantity, that explaining the nominal slope of the regression equation. However, not all linear regression models can be interpreted in terms of quantities. The interpretation made depends on the measuring instrument used in the study. The data obtained from research using a questionnaire (Likert scale) can only interpreted from the side of the direction because it has no magnitude.

1) Multiple Linear Regression Modeling

a) *Arsik* Culinary
   \[ Y = 6.547 + 0.224X_1 - 0.540X_2 + 0.652X_3 + 0.509X_4 \] (1)

b) *Naniura* Culinary
   \[ Y = 2.778 + 0.062X_1 - 0.181X_2 + 0.799X_3 + 0.481X_4 \] (2)

c) *Manuk Napinadar or Napinadar* Chicken Culinary
   \[ Y = 1.214 + 0.116X_1 - 0.459X_2 + 1.017X_3 + 0.600X_4 \] (3)

d) *Natinombur* Culinary
   \[ Y = 1.806 + 0.299X_1 - 0.272X_2 + 0.800X_3 + 0.396X_4 \] (4)
Analysis Of Factors ..../ Mariana Simanjuntak, Naili Farida, Windy Vivi A. M. Manalu

2) F Test (Joint Test)

H0: $\beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$, it means that the variable price (X1), service quality (X2), product quality (X3), and location (X4) do not affect the variable Y significant

Ha: $\beta_1 \neq \beta_2 \neq \beta_3 \neq \beta_4 \neq 0$, meaning that the variable price (X1), service quality (X2), product quality (X3), and location (X4) together have a significant effect on variable Y.

$F_{Tabel} = 2.47$

Through multiple linear regression modeling, the variable that has the highest constant value for each culinary is the product quality variable (X3). The constant value of the product quality variable for *Arsik* Fish Culinary is 0.652. The constant value of the product quality variable for *Naniura* Culinary is 0.799. The constant value of the product quality variable for *Manuk Napinadar* Culinary is 1.017. The constant value of the product quality variable for *Natinombur* Culinary is 0.800. The constant value of the product quality variable for *Dali Ni Horbo* Culinary is 0.745. The constant value of the product quality variable for *Tanggo-Tanggo* Culinary is 0.721. This means that if the quality of the product increases, it can increase tourists’ buying interest in local culinary delights in the Toba Lake area.

<table>
<thead>
<tr>
<th>Culinary Types</th>
<th>Hypotheses Test</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ikan Arsik</td>
<td>$8,758 &gt; 2,47$</td>
<td>$0,000 &lt; 0,05$</td>
</tr>
<tr>
<td>Naniura</td>
<td>$10,200 &gt; 2,47$</td>
<td>$0,000 &lt; 0,05$</td>
</tr>
<tr>
<td>Napinadar</td>
<td>$13,518 &gt; 2,47$</td>
<td>$0,000 &lt; 0,05$</td>
</tr>
<tr>
<td>Natinombur</td>
<td>$14,064 &gt; 2,47$</td>
<td>$0,000 &lt; 0,05$</td>
</tr>
<tr>
<td>Dali Ni Horbo</td>
<td>$10,228 &gt; 2,47$</td>
<td>$0,000 &lt; 0,05$</td>
</tr>
<tr>
<td>Tanggo-tanggo</td>
<td>$10,483 &gt; 2,47$</td>
<td>$0,000 &lt; 0,05$</td>
</tr>
</tbody>
</table>

3) T Test (Partial Test)

H0: $\beta = 0$, the independent variable has no partial effect on the dependent variable

H1: $\beta \neq 0$, the independent variable has a partial effect on the dependent variable

$T_{tabel} = 1.985$
a) *Arsik* Culinary

### Table 4. T Test of *Arsik* Culinary

<table>
<thead>
<tr>
<th>Variable</th>
<th>Hypotheses Testing</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>T Count</td>
<td>Sig</td>
</tr>
<tr>
<td>Price</td>
<td>1,500 &lt; 1,985</td>
<td>0,137 &gt; 0,05</td>
</tr>
<tr>
<td>Service</td>
<td>-3,546 &lt; -1,985</td>
<td>0,001 &lt; 0,05</td>
</tr>
<tr>
<td>Quality</td>
<td>3,140 &gt; 1,985</td>
<td>0,002 &lt; 0,05</td>
</tr>
<tr>
<td>Location</td>
<td>3,339 &gt; 1,985</td>
<td>0,001 &lt; 0,05</td>
</tr>
</tbody>
</table>

b) *Naniura* Culinary

### Table 5. T Test of *Naniura* Culinary

<table>
<thead>
<tr>
<th>Variable</th>
<th>Hypotheses Testing</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>T Count</td>
<td>Sig</td>
</tr>
<tr>
<td>Price</td>
<td>0,359 &lt; 1,985</td>
<td>0,720 &gt; 0,05</td>
</tr>
<tr>
<td>Service</td>
<td>-1,283 &lt; -1,985</td>
<td>0,203 &lt; 0,05</td>
</tr>
<tr>
<td>Quality</td>
<td>3,859 &gt; 1,985</td>
<td>0,000 &lt; 0,05</td>
</tr>
<tr>
<td>Location</td>
<td>2,920 &gt; 1,985</td>
<td>0,004 &lt; 0,05</td>
</tr>
</tbody>
</table>

c) *Manuk Napinadar* Culinary

### Table 6. T Test of *Manuk Napinadar* Culinary

<table>
<thead>
<tr>
<th>Variable</th>
<th>Hypotheses Testing</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>T Count</td>
<td>Sig</td>
</tr>
<tr>
<td>Price</td>
<td>0,785 &lt; 1,985</td>
<td>0,434 &gt; 0,05</td>
</tr>
<tr>
<td>Service</td>
<td>-2,842 &lt; -1,985</td>
<td>0,005 &lt; 0,05</td>
</tr>
<tr>
<td>Quality</td>
<td>5,151 &gt; 1,985</td>
<td>0,000 &lt; 0,05</td>
</tr>
<tr>
<td>Location</td>
<td>3,843 &gt; 1,985</td>
<td>0,000 &lt; 0,05</td>
</tr>
</tbody>
</table>

d) *Natinombur* Culinary

### Table 7. T Test of *Natinombur* Culinary

<table>
<thead>
<tr>
<th>Variable</th>
<th>Hypotheses Testing</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>T Count</td>
<td>Sig</td>
</tr>
<tr>
<td>Price</td>
<td>1,989 &lt; 1,985</td>
<td>0,050 &gt; 0,05</td>
</tr>
<tr>
<td>Service</td>
<td>-1,743 &lt; -1,985</td>
<td>0,085 &lt; 0,05</td>
</tr>
<tr>
<td>Quality</td>
<td>5,151 &gt; 1,985</td>
<td>0,000 &lt; 0,05</td>
</tr>
<tr>
<td>Location</td>
<td>2,465 &gt; 1,985</td>
<td>0,000 &lt; 0,05</td>
</tr>
</tbody>
</table>
e) Dali Ni Horbo Culinary

**Table 8. T Test of Dali Ni Horbo**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Hypotheses Testing</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>T Count</td>
<td>Sig</td>
</tr>
<tr>
<td></td>
<td>1,207 &lt; 1,985</td>
<td>0,837 &gt; 0,05</td>
</tr>
<tr>
<td>Service</td>
<td>-0,852 &lt; -1,985</td>
<td>0,396 &lt; 0,05</td>
</tr>
<tr>
<td>Quality</td>
<td>3,628 &gt; 1,985</td>
<td>0,000 &lt; 0,05</td>
</tr>
<tr>
<td>Location</td>
<td>2,989 &gt; 1,985</td>
<td>0,004 &lt; 0,05</td>
</tr>
</tbody>
</table>

f) Tanggo-tanggo Culinary

**Table 9. T Test of Tanggo-Tanggo**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Pengujian Hipotesis</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>T Count</td>
<td>Sig</td>
</tr>
<tr>
<td></td>
<td>0,063 &lt; 1,985</td>
<td>0,950 &gt; 0,05</td>
</tr>
<tr>
<td>Service</td>
<td>-2,167 &lt; -1,985</td>
<td>0,033 &lt; 0,05</td>
</tr>
<tr>
<td>Quality</td>
<td>3,407 &gt; 1,985</td>
<td>0,001 &lt; 0,05</td>
</tr>
<tr>
<td>Location</td>
<td>3,444 &gt; 1,985</td>
<td>0,001 &lt; 0,05</td>
</tr>
</tbody>
</table>

4) Coefficient of Determination (R Square)

The coefficient of determination (R Square) is used to measure the model ability to explain the variation in the dependent variable (Hassan, Sade, & Subramaniam, 2020). The coefficient of determination is in the range 0 and 1. The coefficient of determination closer to the value of 1 means that the independent variables used provide almost all the information needed to predict the dependent variable.

**Table 10. Result of Determination Coefficient Analysis**

<table>
<thead>
<tr>
<th>Culinary Types</th>
<th>Determination Coefficient</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Arsik</em></td>
<td>0,269</td>
<td>The independent variable affects the dependent variable by 26.9% and 73.1% and influenced by other factors (error).</td>
</tr>
<tr>
<td><em>Naniura</em></td>
<td>0,300</td>
<td>The independent variable affects the dependent variable by 30% and 70% and it is influenced by other factors (error).</td>
</tr>
<tr>
<td><em>Manuk Napinadar</em></td>
<td>0,363</td>
<td>The independent variable affects the dependent variable by 36,3% and 63,7 % and it is influenced by other factors (error).</td>
</tr>
<tr>
<td><em>Natinombur</em></td>
<td>0,372</td>
<td>The independent variable affects the dependent variable by 37,2% and 62,8% and it is influenced by other factors (error).</td>
</tr>
</tbody>
</table>
5. CONCLUSION

Using multiple linear regression modeling, the variable that has the highest constant value for each culinary is the product quality variable (X3). This means that if the quality of the product increases, it can increase tourists' purchase intention in local culinary delights in Lake Toba area. The variable that has a negative influence on each type of culinary is the variable of service quality (X2). This is because the respondents gave a small weight to the service quality variable (X2) dominantly. It means the service quality is not a consideration for tourists to enjoy local culinary provided in typical Batak restaurants.

1) The variables of price, service quality, product quality, and location together affect the purchase intention of local culinary in Lake Toba area significantly.

2) The test results using the T test (partial test) show that
   a) the variables that affect the purchase intention of tourists in Arsik Fish Culinary are variables of service quality, product quality, and location.
   b) the variables that affect the purchase intention of tourists in Naniura Culinary are variables of product quality and location.
   c) the variables affecting the purchase intention of tourists in Manuk Napinadar Culinary are the variables of service quality, product quality, and location.
   d) the variables that affect the purchase intention of tourists in Natinombur Culinary are price, product quality, and location.
   e) the variables that affect the purchase intention of tourists in Dali Ni Horbo Culinary are variables of product quality and location.
   f) the variables that affect the purchase intention of tourists in Tanggo-Tanggo culinary are variables of product quality and location.
Recommendation

1) Based on the test results using the F test, it is found that the factors of price, service quality, product quality, and location affect the purchase intention of local culinary. Thus, restaurant owners should pay attention to these factors to increase tourists' purchase intention in local culinary delights in the Lake Toba area.

2) The suggestions given for each type of culinary studied are as follows:

a) The restaurant owners providing *Arsik* Fish should pay attention to service with comfortable and safe atmosphere for visitors.

b) Restaurant owners that provide *Nantiura* should pay more attention to the quality of their products by processing culinary from quality ingredients and paying attention to culinary cleanliness and culinary availability in their place of business.

c) Restaurant owners that provide *Manuk Napinadar* should pay more attention to the services provided to visitors, improve service quality and prioritize products from quality ingredients.

 d) Restaurant owners that provide *Natinombur* should consider the price offered because tourists buying *Natinombur* thought that the price they paid to enjoy fish-based culinary is quite expensive.

e) Restaurant owners that provide *Dali Ni Horbo* should pay attention to the quality of the products offered, consider new creations in culinary processing.

f) Employees work at the restaurants that provide *Dali Ni Horbo* should serve quickly and precisely, and friendly and maintain cleanliness and tidiness.

To improve the quality of service, suggestions that can be done by owners and employees at a typical restaurant in Lake Toba area are improving hospitality; fast service, availability if a visitor needs assistance, and respond to visitors' requests and applying the values of transparency, communication and being able to form good relationships with visitors.

REFERENCES


